

CONTINUATION TO SF-1449, RFQ NUMBER SMX53014Q0011
SCHEDULE OF SUPPLIES/SERVICES, BLOCK 20
DESCRIPTION/SPECIFICATIONS/WORK STATEMENT

Author

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SUPPLIES/SERVICES AND PRICES/COSTS

1. PRICES

1.1. CONTRACT TYPE

The Contractor shall produce no less than 10 short videos as required in Attachment A – Scope of Work. This is a firm fixed price purchase order. The rates and the fee stated in this purchase order shall include all direct and indirect costs, insurance, overhead, general and administrative expense, profit, design, and production. Any graphics, logos, slogans, or other designs used in this campaign will be the property of the U.S. Embassy in Mexico and USDA/FAS.

Quotations will be assessed for technical acceptability based on the following criteria.

1. Professional quality of samples provided
2. Prior work indicates expertise in the production of technical videos
3. Story boards and overall plan for videos clearly conveys the subject matter
4. Prior work and current video plan displays a comprehensive knowledge of the target audience.

The U.S. Embassy in Mexico will budget a maximum amount of \$20,000 U. S. Dollars for the development, design, filming and production of the videos. All proposals should be fully executable within this budget.

1.2. PRICING

Total Price \$ _____

16% I.V.A. \$ _____

Grand Total \$ _____

ATTACHMENT A

SCOPE OF WORK

USDA Videos

A.1. GENERAL

A.1.1. The Contractor is to work with the embassy on a script for development, creation and production of no less than ten videos in Spanish:

1. Coexistence between organic and GM production.
2. Gene flow as a source of variability during the domestication process and Biosafety measures for environmental release.
3. Corn domestication: Old and new techniques -where is Mexico as it relates to research and use of corn?
4. Honey and GM soybeans
5. Safety of GM food.
6. New applications of agro-biotechnology to help resolve local productivity and related problems.
7. GM cotton experience in Mexico
8. Benefic insects and the use of *Bt* crops.
9. Biosafety measures and risk assessment for GM crops.
10. Production versus importation -economic and environmental advantages of local production.

Each video will be short and concise (approximately 3 minutes each), yet informative for the general public to easily understand. The videos will be used in a variety of mediums – YouTube, embassy and consulate internet sites as well as shown during various presentations to groups such as producers and key agriculture stakeholders, lawyers, key regulators in various Government of Mexico offices, research institutions, and schools. The videos need to attract the largest amount of viewership across Mexico as possible.

A.2. PROJECT SCOPE

A.2.1. The services required include high-level production quality video by a professional media company. In Spanish, a storyboard outline, script, drawing, animation, music, etc. shall all be provided by the contractor. The script, theme and production of the videos will be made in conjunction with to the Contracting Officer's Representative (COR).

A.3. LOCATIONS

A.3.2. The Contractor will have access to meetings with scientists and the main regulatory offices for Genetically Modified Organisms (GMO's) in México, as well to photographic materials.

A.4. REQUIRMENTS

A.4.1. The Contractor must clearly communicate the specific message the U.S. Embassy/USDA wishes to convey with each video. The goal is to reach as large an audience as possible, relaying complex scientific issues of agro-biotechnology in simple terms for the general public to understand. There are many misconceptions and controversy about the biotechnology and it is important to spread the basic science behind supporting the use of this technology and for the general population to make informed decisions.

A.5. PARTIES AFFECTED

- U.S. Embassy, Consulates, and Consular Sections throughout Mexico
- Public Affairs Section
- Small and large Producers and other key stakeholders in Mexico and Latin America
- Consumers of agricultural products
- Researchers
- Regulators
- Developer companies and research institutions.

EXHIBIT 1

INSTRUCTIONS, CONDITIONS, AND NOTICES TO OFFERORS

1. PRE-PROPOSAL CONFERENCE

(TBD) Offerors are invited to attend a pre-proposal conference at 11:00 am on September 23 2014, U.S. Embassy Mexico City.

Please confirm your attendance with Graciela Trevino phone number: 5080-2770

TrevinoG@state.gov

2. SUBMISSION OF OFFERS

The Offerors are to submit two separate volumes numbered as "Volume I" and "Volume II" which are to contain the following:

2.1. Volume I – Each Offeror is to submit the prices filled in as required in Paragraph

1.2. Pricing under Supplies/Services and Prices Costs, stated in continuation to Standard Form-1449. Fill in Blocks 17a, 30a, 30b and 30c of SF-1449.

2.2. Volume II – Each Offeror is to submit the following:

2.2.1. An overall video strategy with a specific ideas and storyboards for each;

2.2.2. At least two samples of previous media produced at a similar level demonstrating the offeror's ability to work in a variety of media.

2.2.3. Evidence that the offeror operates an established business with a permanent address and telephone listing;

2.2.4. List of clients, demonstrating prior experience with relevant past performance information and references;

2.2.5. Evidence that the offeror can provide the necessary personnel, equipment, and financial resources needed to perform the work; and

2.2.6. Current Financial Statement certified by a third party to include:

2.2.7.1. Income (profit-loss) Statement that shows profitability for the past three years; and

2.2.7.2. Cash Flow Statement that shows the firm's sources and uses of cash during the most recent accounting period. This will help the Government assess a firm's ability to pay its obligations.

The Government will use this information to determine the offeror's financial responsibility and ability to perform under the contract. Failure of an offeror to comply with a request for this information may cause the Government to determine the offeror to be non-responsible.

2.3. Offers are to be submitted in Spanish, in a sealed envelope on or before September 26 2014, before 12:00 via mail or email. The offers are to be addressed as follows:

Mark Mishkin
Contracting Officer
American Embassy
Paseo de la Reforma No. 305
Colonia Cuauhtémoc
06500 Mexico, D. F.

or

MishkinMI@state.gov

3. Oral Presentation of Proposal

All bidders with complete applications will be scheduled to present their proposals on September 29, 2013.